

While this invention has thus far been described in conjunction with the preferred embodiment thereof, it will readily be possible for those skilled in the art to put this invention into practice in various other manners. For example, the input/output control unit 303, the scenario editing unit 304, the scenario rule editing unit 306, the scenario analyzing unit 308, the scenario converting unit 310, the contents presenting unit 311, the additional data receiving unit 312, and the scenario supplementing unit 313 are realized by a software or a computer program. The computer program secures memory areas for the scenario memory 305, the scenario rule memory 307, the scenario complete degree memory 309, and the supplier information memory 314 in a memory device (not shown) of the personal computer. Though the computer program is generally recorded in a recording medium such as a CD-ROM, a flexible magnetic recording medium, or a semiconductor memory, it may be memorized in a server such as the WWW server.

Moreover, the output device may be used for presenting the multimedia contents to the clients. In this case, the connecting unit 311 may be a memory substituting for the www server.

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